



Ajolinja

- 39th volume
- Average circulation 19 000 pcs
- 10 issues per year
- Sold through newsstands

Ajolinja is Finland's largest professional magazine for entrepreneurs and professionals in the field of transportation.

AJOLINJA is a specialised magazine for professional motorists and associated machines and vehicles within the profession. Ajolinja is an entertaining magazine for traffic professionals and decision-makers.

Readers of Ajolinja influence experts in the area of transportation especially when it comes to decision-making of company purchases.

WWW.AJOLINJA.FI



TRUCK OF THE YEAR
jury member



VAN OF THE YEAR
jury member



INTERNATIONAL PICK-UP AWARD
jury member



BUS OF THE YEAR
jury member



TRAILER INNOVATION
jury member

Saarikallen kamerapiilit / Nukala varusteli itse / Volvo FMX540

Publication schedule 2021

| ISSUE | DEADLINE | DoP | THEME | ISSUE | DEADLINE | DoP | THEME |
|-------|----------|--------|---------------------------------------|-------|----------|--------|-----------------------------|
| 01 | 25.01. | 05.02. | Equipment maintenance, Spare parts. | 07 | 23.08. | 03.09. | Vehicle outfitting. |
| 02 | 22.02. | 05.03. | Special vehicles, cranes. | 08 | 11.10. | 22.10. | Tyres and lights. |
| 03 | 26.03. | 09.04. | Storage halls, logistics. | 09 | 08.11. | 19.11. | Light transportation, vans. |
| 04 | 30.04. | 14.05. | Tools, equipments to help the driver. | 10 | 03.12. | 17.12. | Education. |
| 5-6 | 18.06. | 02.07. | Power Truck Show 2021. | | | | |

Advertising rates 2021

| | | | | | |
|----------------|---|---------|---------------------|--------------------------|---------|
| 2/1 page | [420 x 297 + 5 mm bleed] | 3 060 € | COVER SPACES | | |
| 1/2 + 1/2 page | [420 x 146 + 5 mm bleed] | 2 550 € | Backcover | [210 x 267 + 5 mm bleed] | 2 960 € |
| 1/1 page | [210 x 297 + 5 mm bleed] | 2 470 € | Inside front cover | [210 x 297 + 5 mm bleed] | 2 720 € |
| 1/2 page | [V: 103 x 297, H: 210 x 146 + 5 mm bleed] | 1 360 € | Cover III | [210 x 297 + 5 mm bleed] | 2 720 € |
| 1/4 page | [V: 103 x 146 / H: 210 x 71 + 5 mm bleed] | 740 € | Page 5. | [210 x 297 + 5 mm bleed] | 2 720 € |
| 1/8 page | [V: 50 x 146 / H: 103 x 71 + 5 mm bleed] | 390 € | | | |

*Please note the height of the backcover!

VAT 24 % is added to all advertising rates. | Discount for advertising agencies: -15%. | In case of supplements or other creative solutions, please contact our media sales.

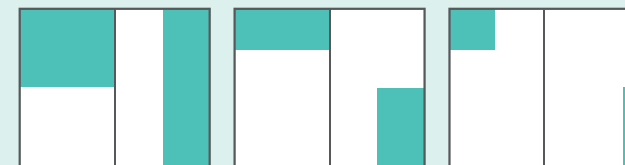
Advertising sizes



2/1

1/2 + 1/2

1/1



1/2

1/4

1/8

Digital material aineisto@boy.fi

Send all material as a single Adobe Acrobat PDF file. If you use any other file format than PDF, please contact the us beforehand. Colours should be defined according to CMYK process colours. Image resolution should be 300 dpi.

Sales contact

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Target group

- Decision-making persons of company purchases
- Professional drivers and their interest groups
- Retailers of car appliances and customising
- Car service business and their contractors
- Corporate vehicle purchasing managers and decision-makers
- Oil companies and tyre business

Invoicing

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Additional information

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